

**Notice of Allowability**

Application No.

09/682,851

Examiner

Naresh Vig

Applicant(s)

ANTONELLO ET AL.

Art Unit

3629

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 19 January 2006.
2. ☒ The allowed claim(s) is/are 1-10 and 12-20.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some\* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

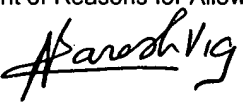
Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
- (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
- 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
- (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date 20050317
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☒ Interview Summary (PTO-413), Paper No./Mail Date 20061207.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

  
Naresh Vig  
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## **DETAILED ACTION**

### ***Drawings***

The drawings have been approved by examiner.

### ***Examiner's Amendment***

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such amendment, it MUST be submitted no later than the payment of the issue date.

Authorization for the examiner's amendment was given via RightFax from Peter H. Priest (Reg. No. 30,210) on 18 August 2006 and phone interview on 07 December 2006.

After the examiner's amendment, amended claims will read as follows:

#### **Claim 1:**

An offer presentation system for identifying consumers as belonging to a designated category and allowing access to offers by consumers who are members of the designated category, comprising:

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a database of offers accessible through connection by consumer operated computers upon authentication of consumer registration;

an offer presentation module for managing access to the database of offers; and

a consumer registration module allowing registration of a consumer for access to the offer presentation module, the consumer registration module allowing registration of a consumer upon submission and authentication of identifying information provided to the consumer by a party who has verified the consumer's membership in the designated category and used to identify the consumer as belonging to the designated category, wherein the consumer registration module is hosted on a server and the server determines which offers are available to the consumer depending on the identifying information associated with the consumer.

Claim 14:

A method for presenting offers to consumers who are members of a designated category, comprising the steps of:

providing a consumer with an identifier upon verification of the consumers membership in the designated category by a party providing the identifier;

receiving in a computer based system the identifier when presented by the consumer;

authenticating the identifier by the computer based system;

upon authentication of the identifier, allowing the consumer to register his identity with the computer based system; and

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upon completion of registration, allowing the consumer to utilize the computer based system to access a selection of offers, wherein the computer determines which offers are available to the consumer depending on the identifying information the identifier associated with the consumer.

**Claim 15:**

The method of claim 14, wherein the step of receiving the identifier includes establishing a connection to a consumer computer upon a request by the consumer, presenting an initial login form for display on the consumer computer, the form including one or more fields for input of the identifier by the consumer, and receiving submission of ~~the~~ identifying information in the computer based system.

***Allowable Subject Matter***

Claims 1 – 10 and 12 –20 are allowed.

In claims 1 and 14 as originally numbered, applicant claims system and method which identifies a consumer as belonging to a designated category. The service provider has contracts with each of a plurality of their clients (parties, e.g. lenders). A party provides consumer with an identifier which is required for the consumer to register with the system. The consumer register his or her identity using the identifier which was provided to the consumer by the party (client of the service provider). After successful authentication of the identifier used by the consumer for registration, consumer is

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allowed to register his/her identity with the service provider system. Upon completion of consumer registration, the system consumer is allowed to utilize the service provider computer system to access selection of offers. Service Provider computer system determine which offers are available to the consumer depending on the identifier associated with the consumer, and, only those selections are accessible by the consumer.

***Reason for Allowance***

The following is an examiner's statement of reasons for allowance:

**Prior art PriceWatch teaches**

offer presentation system and method for identifying consumers as belonging to a designated category and allowing access to offers by consumers who are members of the designated category.

**Prior art PriceWatch does not teach**

a party to provide consumer with an identifier which the consumer uses to register with the system, and, upon completion of registration, the system presents special offers to consumers who have been identified as members of the designated category and allows the consumer access for a selection of the offers; to determine

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which offers are available on the consumer depending on the identification associated with the consumer;

**Prior art HomeGain teaches**

registration of a buyer or seller (consumer) for access to the offer presentation; HomeGain also teaches registration of real estate agents who are registered upon submission of identifying information (license number) provided to the real estate agent (consumer).

**Prior art HomeGain does not teach**

consumer register with the system using the an identifier which was provided by a party who has verified consumer to belong to a designated category, and after successful authentication of the identifier which was provided by the party register the consumer; determine which offers are available o the consumer depending on the identifying information associated with the consumer; activating a hypertext link for an offer to cause transmission of the identifying information to a server hosting the offer (single sign-on user access to multiple web servers).

**Prior art Grandcolas (EP 1 089 516 A2) teaches**

transmission of the identifying information to a server hosting the offer (single sign-on user access to multiple web servers).

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**Prior art Grandcolas (EP 1 089 516 A2) does not teach**

consumer register with the system using the an identifier which was provided by a party who has verified consumer to belong to a designated category, and after successful authentication of the identifier which was provided by the party register the consumer; to determine which offers are available to the consumer depending on the identifying information associated with the consumer;

**Prior art Revashetti (US Patent 6,370,578) et al. teaches**

marketing products based upon the detection and analysis of software and hardware components or peripherals present on a client computer (customer specific).

**Prior art Revashetti (US Patent 6,370,578) et al. does not teach**

consumer register with the system using the an identifier which was provided by a party who has verified consumer to belong to a designated category, and after successful authentication of the identifier which was provided by the party register the consumer; to determine which offers are available to the consumer depending on the identifying information associated with the consumer;

**Prior art Landesmann (US Publication 2002/0052782 A1) teaches**

receiving for each of a plurality of buyer entities a respective third party proof of purchase record; entering information into a database; searching the information to

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obtain a group of buyer entities; and providing an incentive to each of a plurality of the buyer entities in said group.

**Prior art Landesmann (US Publication 2002/0052782 A1) does not teach**

consumer register with the system using the an identifier which was provided by a party who has verified consumer to belong to a designated category, and after successful authentication of the identifier which was provided by the party register the consumer; to determine which offers are available to the consumer depending on the identifying information associated with the consumer;

**Prior art Postrel (US Publication 2004/0220854 A1) teaches**

intermediary agents may provide their services to obtain discount coupons and offers to be only available to select groups, or, offers being targeted only to specific groups. Intermediary agents are able to provide different levels of access to discount and services.

**Prior art Postrel (US Publication 2004/0220854 A1) does not teach**

consumer registering with the service provider using an identifier provided to the user from the party (client of intermediary/service provider), and, after authenticating the identifier which was supplied to the consumer by the party, registering the user and designating the user as belonging to a specified group.

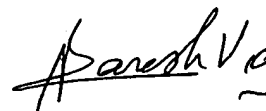
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Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Naresh Vig whose telephone number is (571) 272-6810. The examiner can normally be reached on M-F 7:30 - 6:00 (Wednesday off).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (571) 272-6812. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Naresh Vig  
Examiner  
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December 7, 2006